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A NEW YEAR'S FITNESS RESOLUTION FOR YOUR HEAD

– SharpBrains is the first online brain fitness center to offer evaluations, mental exercise programs and personal coaching to improve memory, concentration, and stress management –

San Francisco, CA (December 12, 2006) – Getting in shape is at the top of almost everyone's list of New Year's resolutions. However, this holiday season, leading experts are encouraging Americans to join a different kind of health club: *one for their brains*.

SharpBrains.com is the first online brain fitness center dedicated to providing personalized brain fitness evaluations; mental exercise programs to stimulate the brain and improve stress management; and personal online mental exercise coaching. Similar to a trainer at a physical fitness center, SharpBrains' customers can initially undergo an evaluation of their needs followed by subsequent recommendations for a suitable computer-based program to target and strengthen essential core "mental muscles."

"Research has shown that contrary to popular belief, the brain is constantly undergoing neurogenesis, the development of new neurons and dendrites," said Dr. Elkhonon Goldberg, Clinical Professor of Neurology at New York University School of Medicine and Chief Scientific Advisor & Co-Founder of SharpBrains. "Learning and targeted mental exercise promotes neurogenesis – the creation of new neurons – just as muscle growth is promoted through physical exercise."

"More than a decade of clinical studies have shown that structured brain fitness training that utilizes novelty and variety, and regularly increases its challenge to the brain, will actively stimulate neurogenesis and improve memory, concentration, decision-making and planning skills, reaction time, stress management, and other core capabilities as well as help delay the onset of age-related decline and even dementias," he added.

SharpBrains presently offers several interactive computer programs targeting different mental muscles:

- **MindFit™** is designed to help adults maintain a sharp, agile mind through exercises for memory, problem-solving, planning, and other skills.
- **Freeze-Framer® Interactive Learning System** is a biofeedback-based software program designed to teach users to prevent and manage the negative effects of stress, which have been linked with memory loss and sub-optimal performance in school, work, and sports.

- **IntelliGym™** teaches "game-intelligence" skills to professional and amateur basketball players including coordination, attention control, peripheral vision, perception, and mental stamina.
- **RoboMemo™** is a working memory training program shown to help children with attention deficits improve their overall condition and executive functioning

More programs are scheduled for future release.

"New Year's is the time most people resolve to improve their health, and we believe mental well-being is complementary to physical well-being," said Alvaro Fernandez, CEO & Co-Founder of SharpBrains. "Because SharpBrains does not manufacture the products it sells, we can be objective in selecting the highest quality services and programs to provide our members. We only recommend a product after studying the science and results supporting the effectiveness of each program. With the help of our unparalleled Scientific Advisory Board, we look for the best programs worldwide, read peer-reviewed journal articles, interview the scientists that created the programs as well as other experts, speak with users, and test the products ourselves."

Time commitment varies with each program, but generally only 30 minutes three times a week is needed to achieve significant results. And unlike a physical workout, the user's brain will feel invigorated immediately after, not drained and tired.

All Sharpbrains.com visitors have access to an abundance of educational information regarding the science of brain fitness and the technology behind the programs, including a *Brain Fitness for Sharp Brains* Q&A that addresses the top 25 questions about brain fitness. There is also a frequently updated SharpBrains blog offering visitors a mix of fun brain teasers, serious commentary on brain fitness, and interviews with experts.

Members of the brain fitness center can additionally consult with SharpBrains' head coach and other expert brain coaches.

ABOUT SHARPBRAINS

SharpBrains is an online brain fitness center with state-of-the-art science-based information and programs to help people of all ages find and follow the best programs to meet their specific objectives. Thousands of individuals and dozens of centers are using the programs that SharpBrains is now offering. SharpBrains' unparalleled Scientific Advisory Board is led by Dr. Elkhonon Goldberg, Clinical Professor of Neurology at New York University School of Medicine, Diplomate of The American Board of Professional Psychology in Clinical Neuropsychology, author of *The Executive Brain* and *The Wisdom Paradox*, and Chief Scientific Advisor & Co-Founder of SharpBrains. Partnerships include Applied Cognitive Engineering (ACE), Cogmed, Vigorous Mind, The Institute of HeartMath and the San Francisco Osher Lifelong Learning Institute (OLLI), through which SharpBrains has been offering the popular *Exercising Our Brains* class. For more information about Brain Fitness, SharpBrains and its associated products, please visit www.SharpBrains.com.